

Gordon Ford College of Business
Strategic Planning Council
November 13, 2015
Minutes

Attendance included Evelyn Thrasher, Shane Spiller, Ismail Civelek, Joshua Hensberger, Cody Turner, Zane Ramey, Stacey Gish, Whitney Peake, Michelle Trawick, Dawn Bolton, and Mark Ciampa presiding.

Dr. Ciampa welcomed everyone and asked for approval of the minutes. Dr. Thrasher made a motion and Dr. Hensberger made a second motion to approve the minutes from September 18, 2015. The minutes were approved without changes.

Dr. Ciampa asked for updates on the 2015-2016 initiatives. Dr. Ciampa will follow up with Dr. Katz on the coffee cart initiative. Ms. Gish is working with Dr. Katz on "Lunch with the Dean" for next semester. She is also working on forming a speakers bureau/expert listing for GFCB. Ms. Gish has been sending monthly email updates to GFCB retirees to keep them informed and involved. Dr. Thrasher said PEAK is working on a "Professional for a Day" event. This might include a professional dress closet combined with other ideas. The Spring Career Fair will have a pre-lunch for employers hosted by GFCB. Dr. Thrasher also said she is working with Ms. Gish on communication pieces and rack cards for PEAK information. Dr. Ciampa will follow up with Dr. Katz about having someone for the Counseling Center speak at the college meeting.

Regarding internships, Dr. Ciampa reached out to each department and asked how internships are administered and given credit. Dr. Trawick said a new search is underway for a GFCB internship coordinator. She explained the primary purpose of the position will be corporate relationship building. Departments will continue to decide what internships are appropriate. Currently, students that are interested in internships should speak to department heads. Dr. Spiller and Ms. Gish are collecting data from departments for the annual report to develop a list of locations students have held internships. Dr. Trawick said all graduating seniors are offered an exit survey that also asks if they participated in internships. Dr. Thrasher suggested adding an internship element to the prep workshop before the career fair so that students will feel comfortable about asking employers about internships. Ms. Gish suggested having information ready for the employers at the job fair so they will know the process to provide internships to GFCB students.

Dr. Ciampa asked if there are any new initiatives or remaining items to discuss from the list. Dr. Ciampa will follow up with Dr. Katz about revisiting the faculty mentoring program. Mr. Turner suggested including adjunct faculty in the mentoring program.

Dr. Ciampa asked for approval of the updated SPC flowchart. Dr. Spiller made a motion to approve and Dr. Thrasher made a second motion to approve the update SPC flowchart. It was approved without changes.

Dr. Spiller has received suggestions that college awards should include AACSB terms and guidelines. He will work on making suggested changes and provide to the GFAC for approval.

Regarding the 2017-2022 strategic plan, after the SWOT analysis for each group has been completed; the SPC can review them and begin the development of the strategic plan. Dr. Ciampa will follow up with Dr. Katz on his expectations of the strategic plan.

Dr. Ciampa asked for feedback about having standing subcommittees versus ad hoc subcommittees for the SPC. It was decided that the committees will be standing but the membership will be fluid and each Spring the committees will be evaluated.

Dr. Ciampa asked SPC for feedback about the possibility of GFCB offering a DBA program. Dr. Civelek said the Management Department discussed this in their department meeting. He asked what kind of DBA will be offered and who will be the market? This would mean an external market analysis needs to be done as well as internal stakeholders should be asked what type of DBA they would prefer to offer. The first step will be educating faculty about the DBA, looking at peer and aspirant schools, and conduct a market analysis. Dr. Trawick suggested the economic graduate students in the Center for Applied Economics conduct the market analysis.

The next meeting of the SPC will be in February 2016.